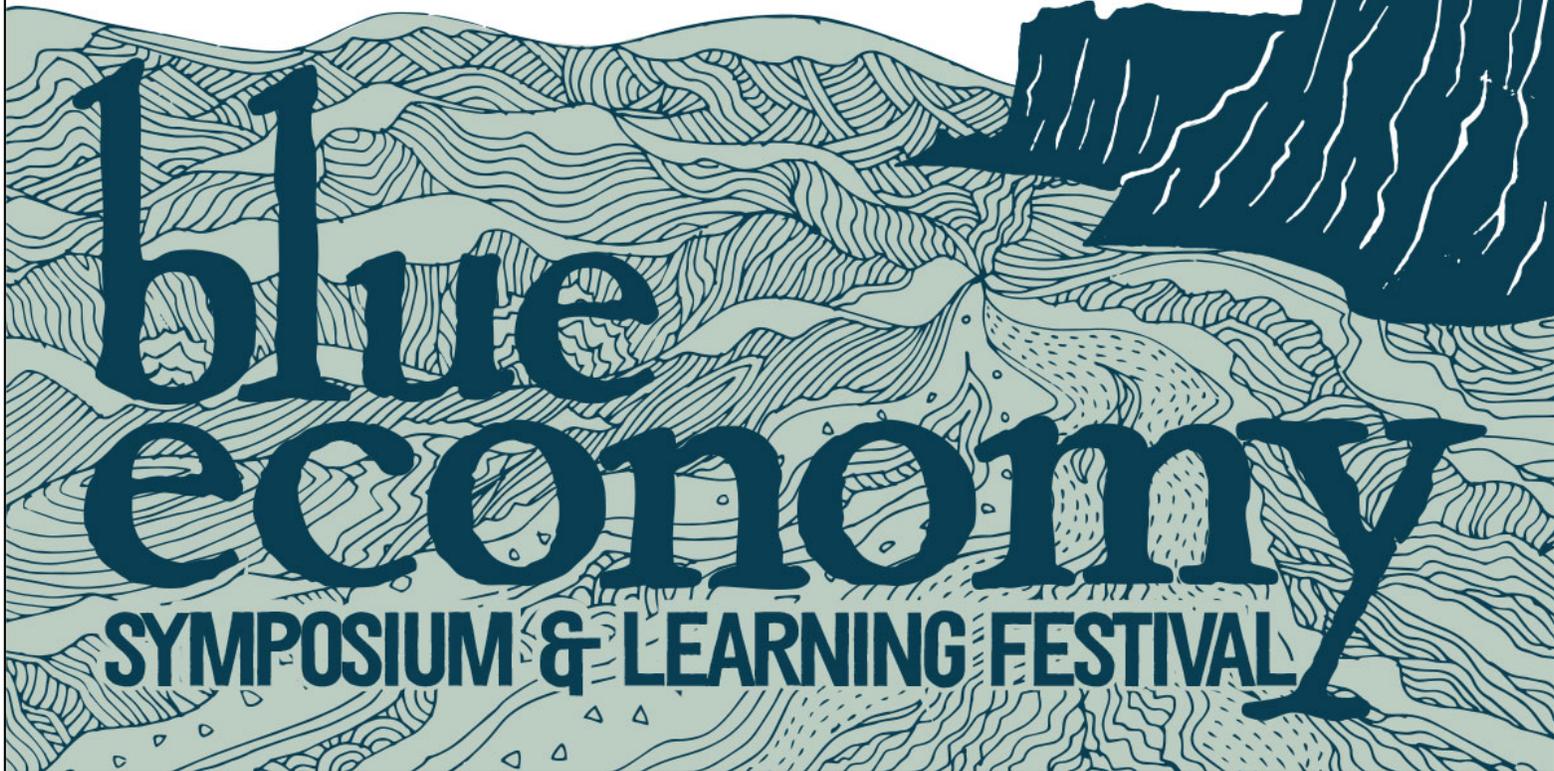




**blue  
economy**  
**SYMPOSIUM & LEARNING FESTIVAL**

Branding

A rising tide  
lifts all boats



Website



May 19 to 22, 2022 - Fort Bragg, CA  
The Blue Economy Symposium and Learning Festival is presented by Noyo Ocean Collective, a unique partnership uniting the City of Fort Bragg, Noyo Harbor District, Sherwood Valley Band of Pomo, Mendocino College, West Business Development Center and Noyo Center for Marine Science. Many thanks to California Sea Grant for their expertise, enthusiasm, and support over the past year to help make this happen.



Together we'll explore opportunity and consider what a Blue Economy might look like on the Mendocino Coast.

**SYMPOSIUM**  
This leadership forum goes deep into Blue Economy initiatives from around the state, nation and world. While capacity is limited in Town Hall, presentations will be broadcast live for community participation.

**LEARNING FESTIVAL**  
Join top researchers, educators, purveyors, guides and fishers to immerse yourself in a multitude of ocean-related enterprises at the core of a sustainable economic future on the Mendocino Coast.

### BLUE ECONOMY OPPORTUNITIES

Along ocean coasts everywhere, a new path is emerging. Blue Economy is a way of considering economic development and ocean health as compatible. A place where economic activity is in balance with the long-term capacity of ocean ecosystems. It's a fresh, exciting way of looking at everything from traditional marine sectors to new businesses focused on ocean resiliency, and it touches on activities related to climate change, fisheries, aquaculture, renewable energy, tourism and transportation.



## the Symposium

The Blue Economy Symposium is a collaboration between the City of Fort Bragg and California Sea Grant focusing on exploring the needs and potential for developing a resilient and vibrant blue economy in and around Fort Bragg. This symposium will bring together local and state agencies to develop pathways forward for the community. The first day of the symposium will focus on city and harbor infrastructure needs, discussions with commercial/recreational fishers and associated businesses about sustainable blue economies followed by education, entrepreneurship and job force training considerations to support growing a blue economy. The second day will explore the potential of developing an aquaculture park in the region. Speakers will present information on different aspects of current and potential aquaculture activities elsewhere in California that are restorative and/or commercial in nature. The symposium is intended to highlight current efforts underway to support sustainable fishing economies, expand community of aquaculture practices in California, and introduce concept design to establish municipal ocean water infrastructure for aquariums, research, and aquaculture.



Blue Economy Symposium Agenda Thursday & Friday, May 19 <sup>th</sup> and 20 <sup>th</sup>		
Topic	Presentation	Presenter
<b>Thursday, May 19<sup>th</sup></b>		
<b>Coffee &amp; Conversation</b>		Paul Katzoff Thanksgiving Coffee Melanie Rafanann Sherwood Valley Band of Pomo
<b>Opening</b> Facilitated by: Jessica Mersell Hays City of Fort Bragg	Welcoming Remarks	Sarah McCormick Noyo Ocean Collective
<b>City &amp; Noyo Harbor Infrastructure</b> Facilitated by: Sarah McCormick City of Fort Bragg	Municipal ocean water infrastructure to support aquariums, research and aquaculture. Update from Noyo Harbormaster	Rahkila deSiddis & Tim Hegan City Consultant Team Anna Neumann Noyo Harbor District
<b>Sustainable Fishing Economies</b> Facilitated by: Carrie Pomroy US Santa Cruz Jocelyn Enevoldsen Cal-Poly Humboldt	Panel discussion with local commercial/recreational fishermen & associated business operators about the state of working waterfront, their visions for a vibrant blue economy in Fort Bragg, and potential synergies with other ocean industries/businesses	Joe Gallo, Calto Fisheries Bob Jantz, Ocean Fresh Seafood Scott Hockett, Noyo Fish Co. Dan Platt, Commercial Fisherman Michelle Novelli, Fort Bragg Groundfish Grant Dornier, Urchin Diver Sean Thompson, "Teistar" Kevin Browning, "The Viking"
<b>Research, Education, Entrepreneurship &amp; Job Force Training</b> Facilitated by: Sheila Semans	Noyo Center for Marine Science West Business Development Center CA Sea Grant Job Force Training	Sheila Semans Executive Director Mary Anne Petrillo Executive Director Carolyn Culver CA Sea Grant



## the Learning Festival

Join top researchers, educators, purveyors, guides and fishers to immerse yourself in a multitude of ocean-related enterprises at the core of a sustainable economic future on the Mendocino Coast.

SATURDAY	SUNDAY
<p><b>Free Electric Shuttle</b> Ditch your car and hop on MTA shuttles. Meet: 10:00 code with app and schedule coming soon. Sponsor: Mendocino Transit Authority</p>	<p><b>Free Electric Shuttle</b> Ditch your car and hop on MTA shuttles. Meet: 10:00 code with app and schedule coming soon. Sponsor: Mendocino Transit Authority</p>
<p><b>Special Menu Offerings</b> Ask about Blue Economy specials at eateries around town from Thursday through Sunday.</p>	<p><b>Special Menu Offerings</b> Ask about Blue Economy specials at eateries around town from Thursday through Sunday.</p>
<p><b>Coast Guard 47' Motor Lifeboat</b> The US Coast Guard is one of our nation's vital military services. The Station at Noyo River is a multi-mission unit station, with an emphasis on search and rescue, law enforcement, and environmental protection. Stop on board one of this lifeline and meet the men and women who serve on it. Time: 11:00 AM - Noon Meet: South Harbor Sponsor: US Coast Guard</p>	<p><b>Coastal Birding with the Audubon Society</b> Birds are everywhere to be found, no matter where you live. Come explore the Noyo Headlands Trail, meet our local birds and make new birding friends. Time: 11:00 AM - Noon Meet: South of Glass Beach Sponsor: Mendocino Coast Audubon Society</p>
<p><b>Art Explorers Opening Reception, "The Ocean is Life"</b> Art Explorers® is a creative arts program primarily serving adults with developmental disabilities, and committed to "provide a fun, stimulating, non-judgmental and actively stimulating environment for creativity to thrive." This opens at 12 N Franklin Street in Ukiah and is a must-see experience for all. Time: 12:00 AM - 1:00 PM Meet: Art Explorers, 12 N. Franklin St. Sponsor: Art Explorers</p>	<p><b>Free Guest House Museum Open House</b> The Fort Bragg Historical Society invites you to visit the Guest House Museum where local history is cherished and preserved. Time: 12:00 AM - 4:00 PM Meet: Guest House Museum, 146 N. Main St. Sponsor: Fort Bragg Historical Society</p>
<p><b>Abalone &amp; Coffee at the Slacktide Cafe</b> Come visit Noyo Center's newly-renovated facility in Noyo Harbor and learn about our plan for Blue Economy research. Enjoy a cup of coffee and participate in our slack-tide fishing boat presentation on our pier, including a</p>	<p><b>Cycle Coastal Trail to Ten Mile</b> Join the Noyo's business elite on one of their daily rides, along the Noyo Headlands Trail and the Corcoran Street park. Meet local special wrap along the way highlight Learning Festival activities. Time: 12:00 AM Meet: Slack Tide Parking Lot Sponsor: SOB, Seaside On Bikes Club</p>



## Media Assets

Thanks for your interest in the Blue Economy Symposium & Learning Festival, May 19 to 22 in Fort Bragg, CA we hope you'll take advantage of these images and hashtag suggestions to promote this important event to your staff and partners, fans and followers.  
If you have specific questions, email [cmnooc@fortbragg.com](mailto:cmnooc@fortbragg.com). We look forward to seeing you on the North Coast this May.



Header Graphic - 1800 X 521

facebook - 1200 X 628

Instagram - 1200 X 1200

Please use the following hashtags when referencing the Blue Economy on social media:  
#MendocinoBlueEconomy  
#BlueEconomy  
#NoyoOceanCollective  
#NoyoCenter  
#LoveFortBragg  
#FortBraggCA  
#FortBraggPhotos

Collateral

- General Poster
- Reception Poster
- Postcard
- MTA Map

RECEPTION

PLEASE JOIN US FOLLOWING THE SYMPOSIUM FOR FOOD AND BEVERAGES AT SEVERAL FORT BRAGG FAVORITE PLACES.



**Guest House Museum:**  
Stroll through local history while enjoying California aquaculture products – urchin, abalone, oyster, and seaweeds.

**Noyo Center for Marine Science Discovery Center:**  
Take a deep interactive dive into exhibits and specimens while sampling North Coast Brewing Company offerings.

**Art Explorer's:**  
Feel that magic at a marine-themed art reception with prints, collages, paintings and ceramics.



PRESENTED BY **NOYO OCEAN COLLECTIVE**

Blue Economy is an exciting new way of looking at economic development and ocean health as compatible, considering everything from traditional marine sectors to new businesses focused on ocean resiliency, including activities related to climate change, fisheries, renewable energy, tourism and more.

SPECIAL THANKS TO CALIFORNIA SEA GRANT FOR THEIR GENEROUS SUPPORT

MAY 19 TO 22, 2022  
FORT BRAGG, CA

**blue economy**  
SYMPOSIUM & LEARNING FESTIVAL

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# Blue Economy

## Agenda

The Blue Economy Symposium is a collaboration between the City of Fort Bragg and California Sea Grant focusing on exploring the needs and potential for developing a resilient and vibrant blue economy in and around Fort Bragg. This symposium will bring together local and state agencies to develop pathways forward for the community. The first day of the symposium will focus on city and harbor infrastructure needs, discussions with commercial/recreational fishers and associated businesses about sustainable blue economies followed by education, entrepreneurship and job force training considerations to support growing a blue economy. The second day will explore the potential of developing an aquaculture park in the region. Speakers will present information on different aspects of current and potential aquaculture activities elsewhere in California that are restorative and/or commercial in nature. The symposium is intended to highlight current efforts underway to: support sustainable fishing economies; expand community of aquaculture practices in California; and introduce concept design to establish municipal ocean water infrastructure for aquariums, research, and aquaculture.

### 3:15PM – 3:45PM - CLOSING REMARKS

Facilitated by Bernie Norvell, City of Fort Bragg

- Keynote Speaker: TBA (fingers crossed with Secretary Wade Crowfoot)

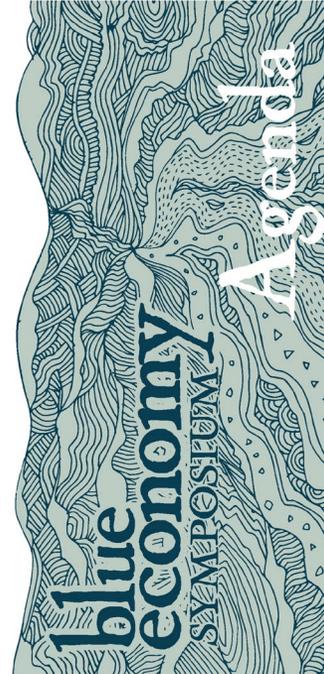
### 3:45pm – 6:00pm - RECEPTION

Stroll through local history at the Guest House Museum, dive underwater without getting wet in the Noyo Center's 360 geodesic dome and view their extraordinary Orca exhibit and other marine specimens – then wander up the block to catch a glimpse of the magic that is Art Explorer's.

- Guest House Museum: Showcasing California aquaculture products – urchin, abalone, oyster, and seaweeds
- Noyo Center for Marine Science Discovery Center: Local North Coast Brewing Company offerings
- Art Explorer's: Marine themed art reception with prints, collages, paintings and ceramics



**SPECIAL THANKS TO CALIFORNIA SEA GRANT FOR THEIR GENEROUS SUPPORT**



- Municipal Ocean Water Infrastructure: Tim Hogan & Radhika deSilva
- Noyo Harbor District: Anna Neumann, Harbormaster

### 2:45 pm – 3:00 pm - BREAK

### 3:00 pm – 4:15 pm SUSTAINABLE FISHING ECONOMIES

Facilitated by Carrie Pomeroy, UC Santa Cruz & Jocelyn Enevoldsen, Cal-Poly Humboldt State

Panel discussion with local commercial/recreational fishermen & associated business operators about the state of working waterfront, their visions for a vibrant blue economy in Fort Bragg, and potential synergies with other ocean industries/businesses.

### NOYO HARBOR ENTREPRENEURS INCLUDE:

- Joe Caito, Caito Fisheries
- Bob Jantz, Ocean Fresh Seafood
- Scott Hockett, Noyo Fish Company
- Dan Platt, Commercial Fisherman
- Michelle Norvell, Fort Bragg Groundfish Association
- Grant Downie, Urchin Diver
- Sean Thompson, "Telstar Charters"
- Kevin Browning, "The Viking"
- Heather Sears, Princess Seafood

### 4:15 pm – 5:30 pm - EDUCATION, ENTREPRENEURSHIP & JOB FORCE TRAINING

Facilitated by: Sheila Semans, Noyo Center for Marine Science

- Noyo Center for Marine Science: Sheila Semans, Executive Director
- West Business Development Center: Mary Anne Petrillo, Executive Director
- CA Sea Grant Job Force Training: Carolyn Culver, CA Sea Grant Specialist
- Mendocino College Coast Center: Tim Karas, President

## FRIDAY, MAY 20<sup>TH</sup>

### 10:00am – 10:30am - COFFEE & CONVERSATION

Donated by: Paul Katzoff, Thanksgiving Coffee

### 10:30am – 11:15am - OPENING

Facilitated by Sarah McCormick, City of Fort Bragg

- Welcoming Remarks: Bernie Norvell, City of Fort Bragg and Melanie Rafanan, Sherwood Valley Band of Pomo
- Public Comments: Limited to 1 min. per speaker
- Keynote Speaker: CA State Controller Betty Yee

### 11:15am – 12:00pm - AQUACULTURE

Facilitated by Luke Gardner, CA Sea Grant

- California Aquaculture 101: Randy Lovell, CDFW
- Aquaculture Parks & Incubators: Gregory Barbour, Hawaii Ocean Science & Technology Park
- Indigenous Aquaculture: Severino Gomes, Kasha Band of Pomo Indians

### 12:00pm – 1:00pm - LUNCH

Provided by: The City of Fort Bragg & CA Sea Grant

### 1:00pm – 2:00pm CONSERVATION AQUACULTURE

Facilitated by Kevin Johnson, CA Sea Grant

- Olympia Oysters: Gary Fleener, Hog Island Oyster Farming
- Kelp: Gina Contolini, CA Sea Grant
- Sunflower Sea Star Restoration: Norah Eddy, The Nature Conservancy
- White Abalone: Kristin Aquilino, CA Sea Grant

### 2:00 pm – 2:15 pm - BREAK

### 2:15pm – 3:15pm - COMMERCIAL AQUACULTURE

Facilitated by Luke Gardner, CA Sea Grant

- Monterey Bay Seaweeds: Dan Gossard
- Sunken Seaweeds: Torre Polizzi and Leslie Booher
- The Cultured Abalone Farm: Doug Bush
- Urchinomics: Peter Struffenegger

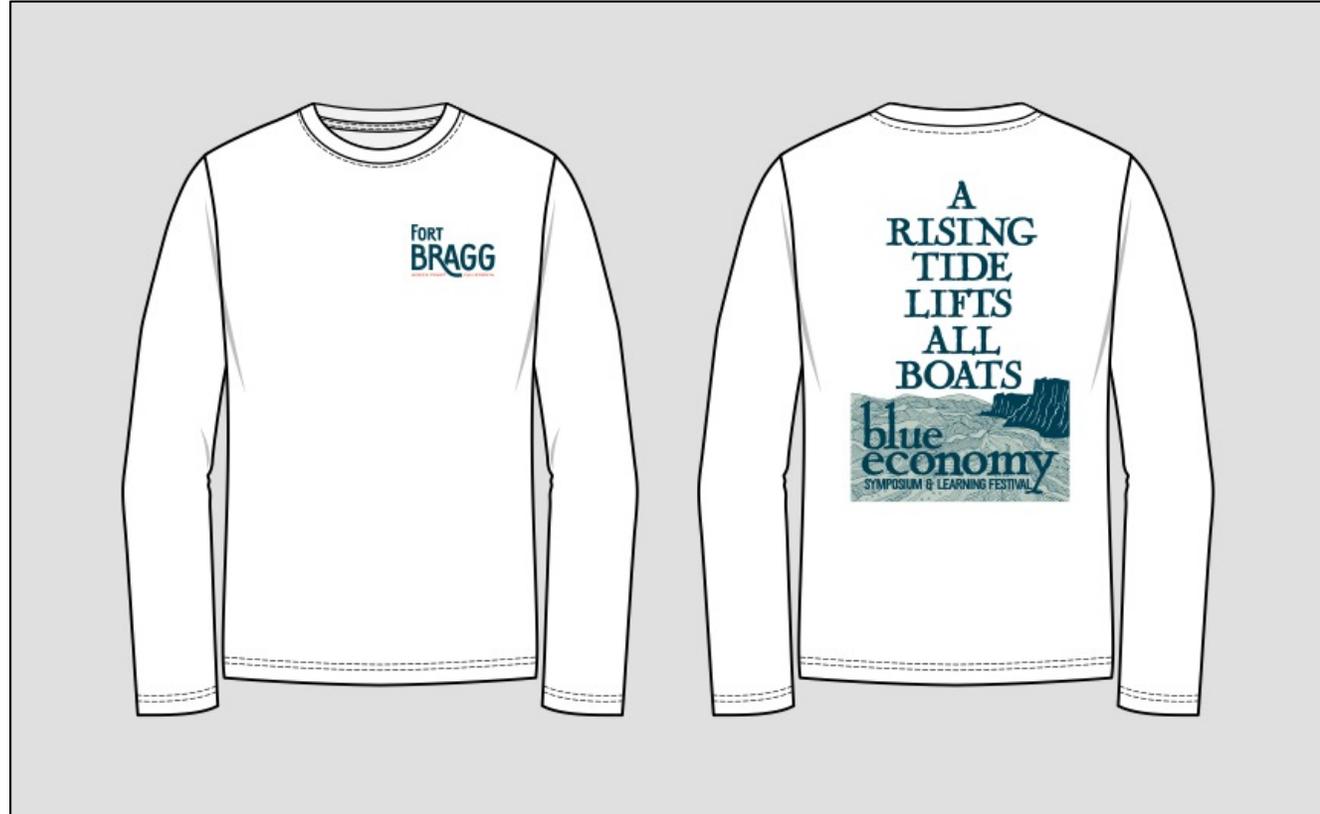
# FORT BRAGG

NORTH COAST CALIFORNIA

## Blue Economy

Newsletter

Merchandise



**MAY 19 TO 22, 2022  
FORT BRAGG, CA**

# blue economy

SYMPOSIUM & LEARNING FESTIVAL

PRESENTED BY **NOYO OCEAN COLLECTIVE**

SPECIAL THANKS TO CALIFORNIA SEA GRANT FOR THEIR GENEROUS SUPPORT

**Join us at the Blue Economy Symposium  
Thu. & Fri. May 19 & 20  
Fort Bragg, CA**

The [Blue Economy Symposium](#) is a collaboration between the City of Fort Bragg and California Sea Grant focusing on exploring the needs and potential for developing a resilient and vibrant blue economy in and around Fort Bragg. The two-day symposium will bring together local and state agencies to develop pathways forward for the community. It will highlight current efforts underway to support sustainable fishing economies, expand community aquaculture practices in California, and introduce concept designs to establish municipal ocean water infrastructure for aquariums, research and aquaculture.

**Day 1, Thu. 5/19, 1 PM to 5:30 PM**  
We'll focus on city and harbor infrastructure needs, discussions with commercial/recreational fishers and associated businesses about sustainable blue economies followed by education, entrepreneurship and job force training considerations to support growing a blue economy.

**Day 2, Fri. 5/20, 10 AM - 3:15 PM**  
We'll explore the potential for developing an aquaculture park in the region. Speakers will present information on different aspects of current and potential aquaculture activities elsewhere in California that are restorative and/or commercial in nature.

**After the Day 2 Symposium head over to The Reception from 3:30 to 5 PM.**

**Stay For The Learning Festival**  
The symposium will be followed by two days of community oriented city-wide activities - [Blue Economy Learning Festival](#) - we hope you stay and participate!

[Register](#)

[Learn More](#)

[Plan Your Trip](#)



**QUESTIONS?**

**COMMENTS?**

**THANK YOU.**

